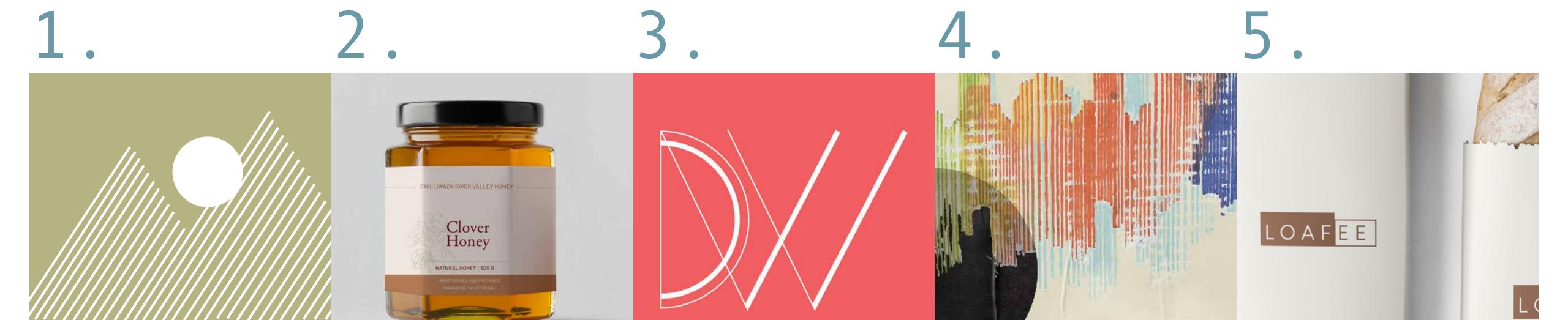


## STUDIO ANSHUL

## Hi!

Hi, I am Anshul, a graphic and fashion designer who is trying to amalgamate both the fields and make a career out of it. I love to cook and create, hence I am innovating everyday, either in my kitchen or in my studio (which is my laptop and me in any corner). My artistic vocabulary and skills as a designer keeps on refining as I experience different cultures and travel more. My goal is to be able to create functional design solutions. I cannot wait to explore something new that will build my journey as a designer.





## Content

- 1. Fraser Family
- 2. Chilliwack Honey Rebrand
- 3. Dutch Design Week Event Identity
- 4. #GLITCHED404
- 5. Loafee Branding

## 1. Fraser Family

#### OBJECTIVE

Create a visual brand identity for the Fraser Valley.

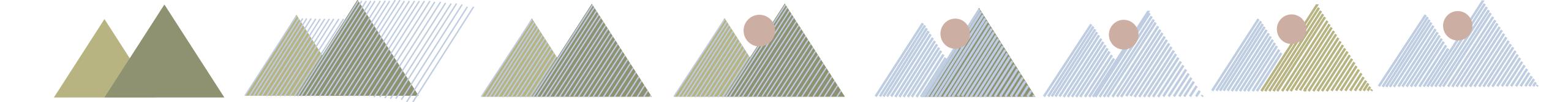
#### ABOUT FRASER VALLEY

"The Fraser Valley is the region of the Fraser River basin in southwestern British Columbia downstream of the Fraser Canyon."- Wikipedia. Fraser Valley is known for it's natural beauty, food, wine and the generous community that they have.

#### CONCEPT

Community is a very important part of the valley. Hence, my inspiration behind this concept is how community is like a family in the valley. Hence the name "Fraser Family". It is a hub for community in the valley, where they can interact with each other, have events, promote businesses, support each other etc. It is a one stop place for all the community happenings. Fraser Family also has it's own branding and merchandise, which people can shop and all the proceeds will go towards helping people.



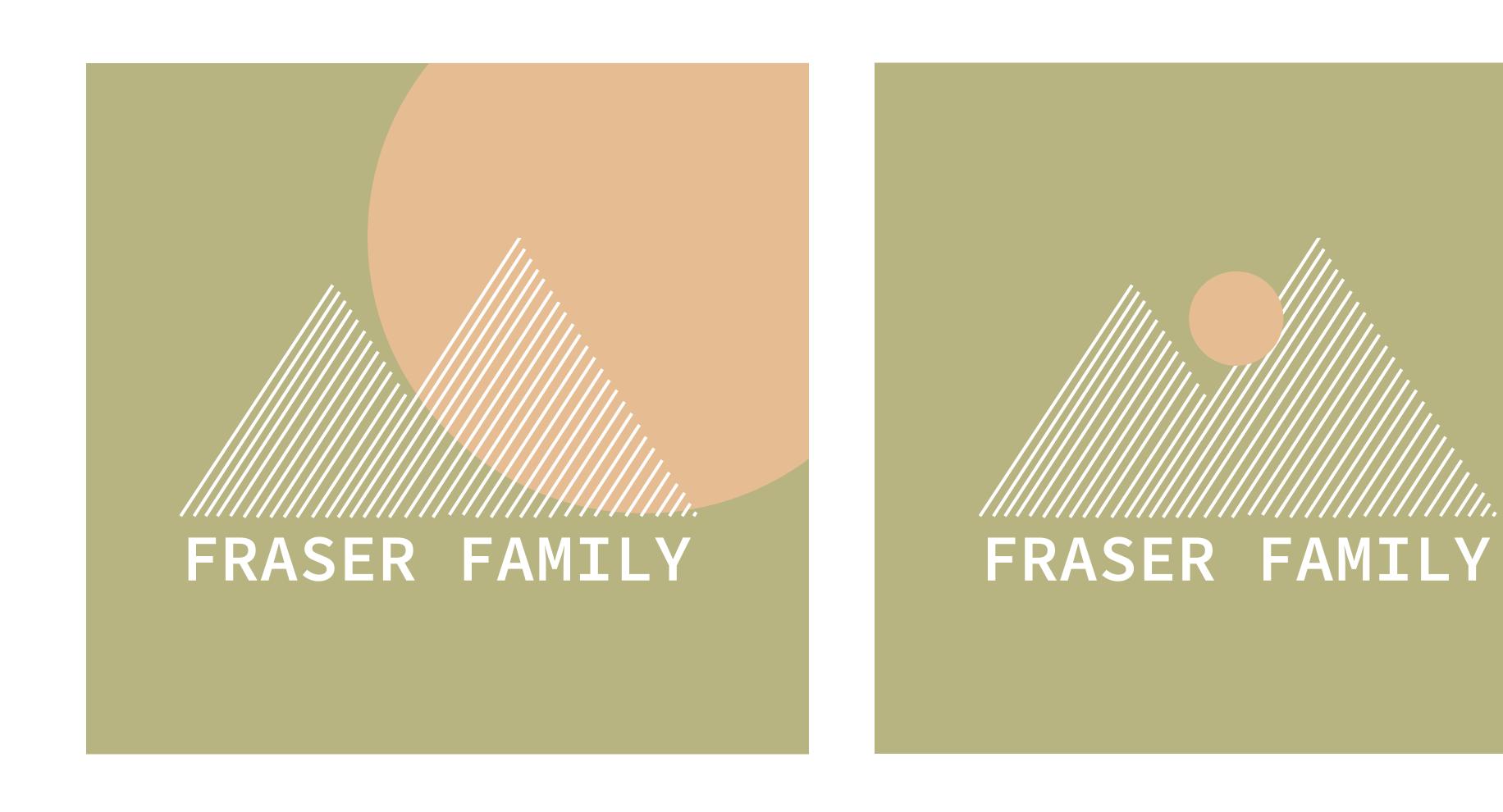


#### LOGO

The mountains are a big part of the valley. My inspiration is being connected to each other and suporting each other.

I wanted to design something that connects, supports and shields like a family does. Hence two mountains overlapping each other with sun peeking from behind.

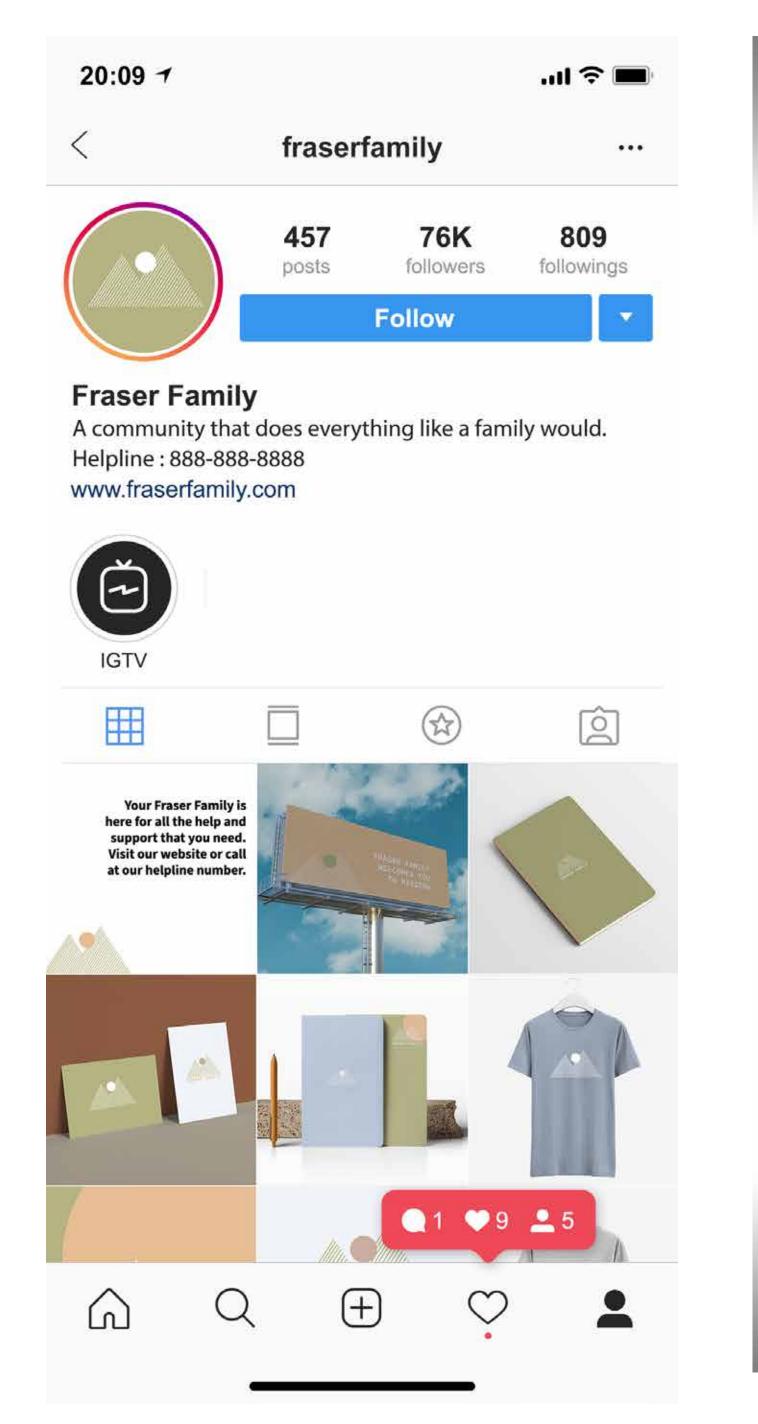
The geometric traingle represents a direction and a strong foundation while the round circle which is the sun represents positivity, life and growth.

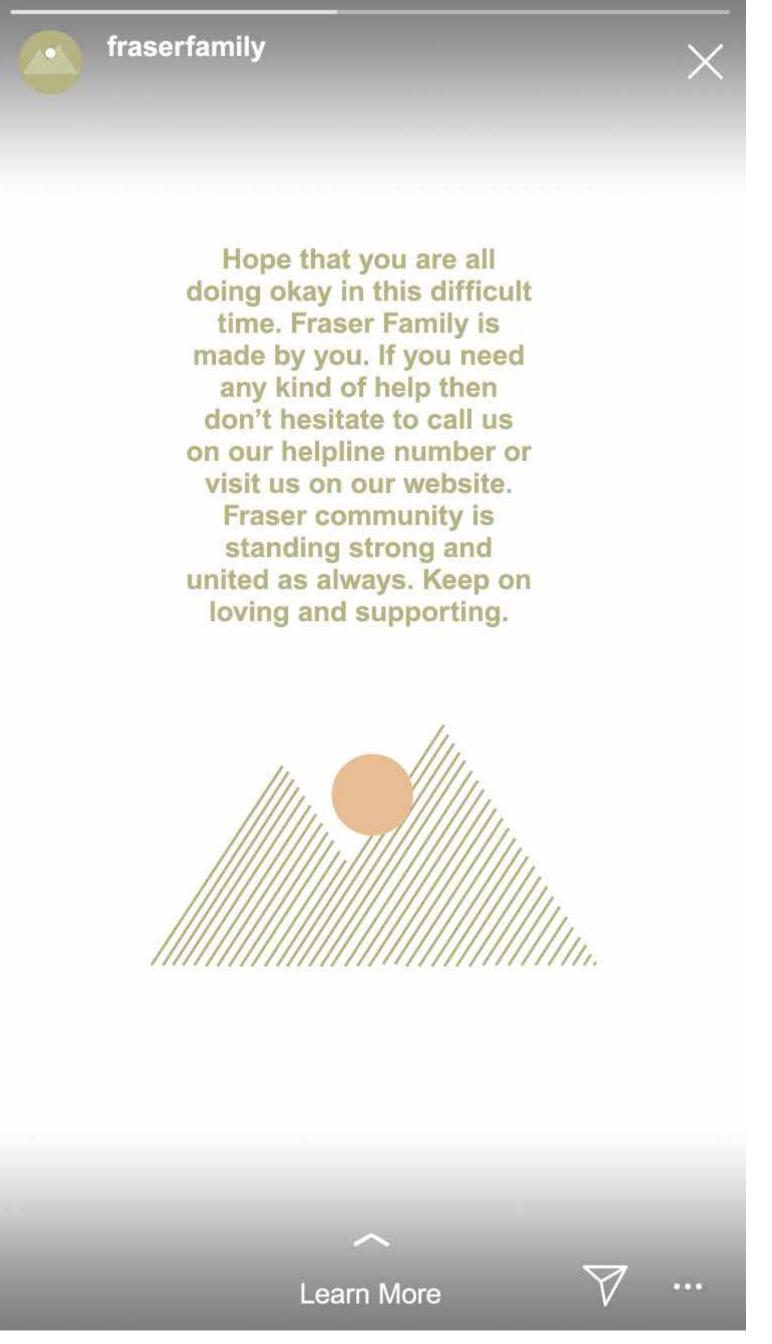
















## 2. Chilliwack Honey

Rebranding a local business.

Chilliwack River Valley Honey has been running their business since 1979. They manufacture and sell various types of honey and products like beeswax, bees pollen etc. They sell primarily at two locations, one at Chilliwack and one at Granville Island Market.

#### CONCEPT

Since, the business revolves around honey and is located in Chilliwack, the concept is inspired from the tradition and history of the business. A business which has been running since years in a city like Chilliwack seems like a regal affair. Therefore, to not take away the essence of the company, it has been kept vintage yet modern.

#### OBJECTIVE

To redesign the branding but not take away the homely feel of the brand. Being a local business, the essence and the history matters.

#### SOLUTION:

A redesign which is minimalistic yet in touch with the roots of the brand. Colours chosen are a combination of neutrals with brick red which represents the rich history and the shades of bees wax and honey. The typography used is both serif and sans serif.











## 3.Dutch Design Week

#### DESIGN CHALLENGE

The main challenge is to reinvent the current identity of Dutch Design Week and create a futuristic and interactive design which goes along with the brand's personality.

#### CONCEPT

The brand identity is inspired form Dutch Design's Futuristic and clean character. The theme for the Dutch Design Week is "Flow meets Structure".

"Flow Meets Structure"

A design week which is all about the unique amalgamation of flow and structured elements found in design around us.

#### CREATIVE DIRECTION

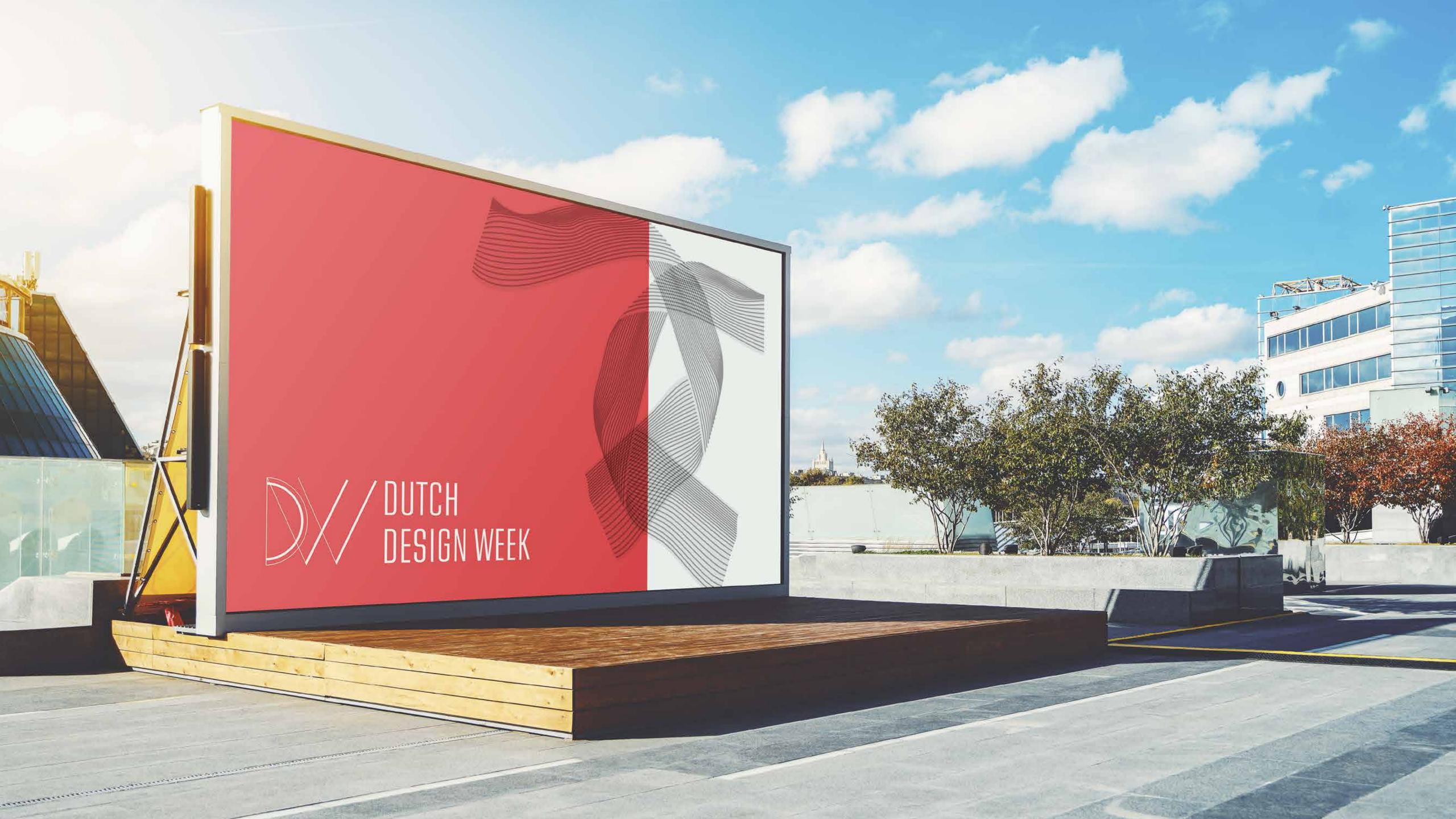
The new event identity will be developed by focusing on brand's personality traits such as solution oriented design and futuristic. The direction taken will be minimalistic design approach with clear and crisp message. Dutch design is known for it's minimalism and often to the point yet creative designs which is what the event identity and the deliverables will be focused on.

Tone: Futuristic, Utility based, Interactive, Clean character.

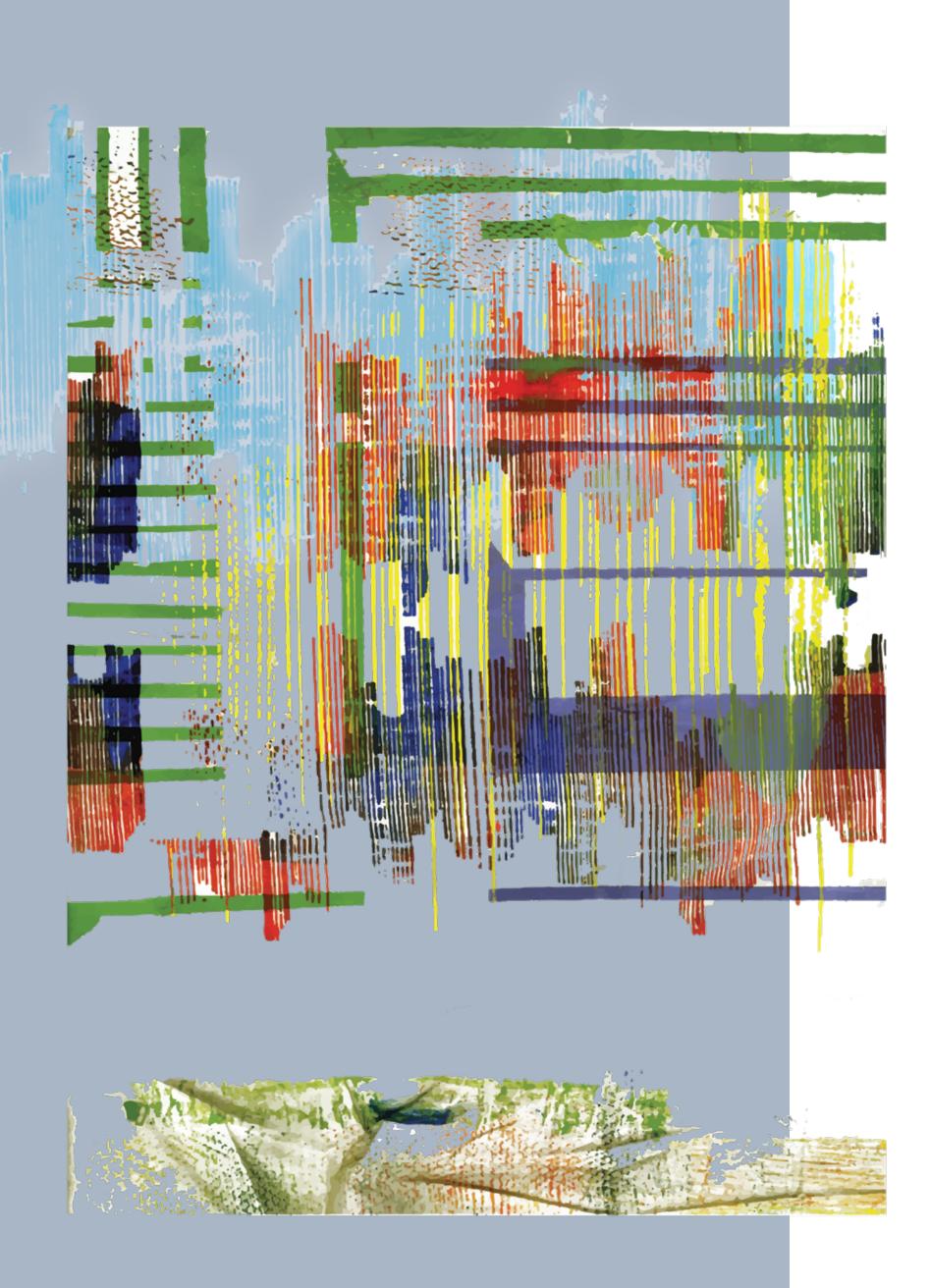


## DUTCH DESIGN WEEK









## 4.#GLITCHED404

What is glitch? Glitch is a digital error.

According to wikipedia "A glitch is a short-lived fault in a system, such as a transient fault that corrects itself, making it difficult to troubleshoot. Hence, "glitch" is used as a metaphor which states that you are only human if you are flawed.

#### CONCEPT:

A movement has been designed called Glitched 404, for those who feel imperfect/flawed/glitched/errored, which means that they are just humans. Glitches makes you beautifully human. It is Inspired from the glitchy malfuntions and weirdness in people and life.

#### TARGET AUDIENCE:

The maine target audience for this project is anyone who deals with insecurities and is stuck with a voice in the head of not being like others. Most insecurities according to statistics start at the age of 13 , hence the target audience is from 13-50 years old.

#### **OBJECTIVE:**

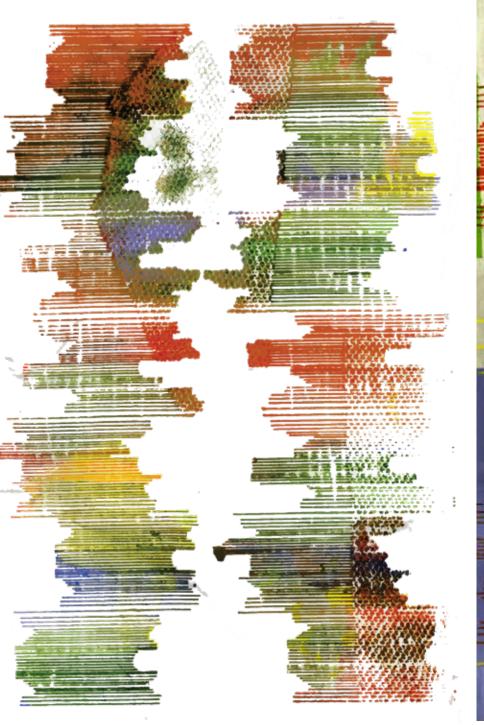
To make people believe that anyone who thinks that they lack something but the truth is that no one is perfect. In todays world full of stress, insecurities and additional pressure to balance everything and be the best, one needs a constant reminder that it's okay to not be perfect. We all should embrace our imperfections. Self love is the need of the hour.

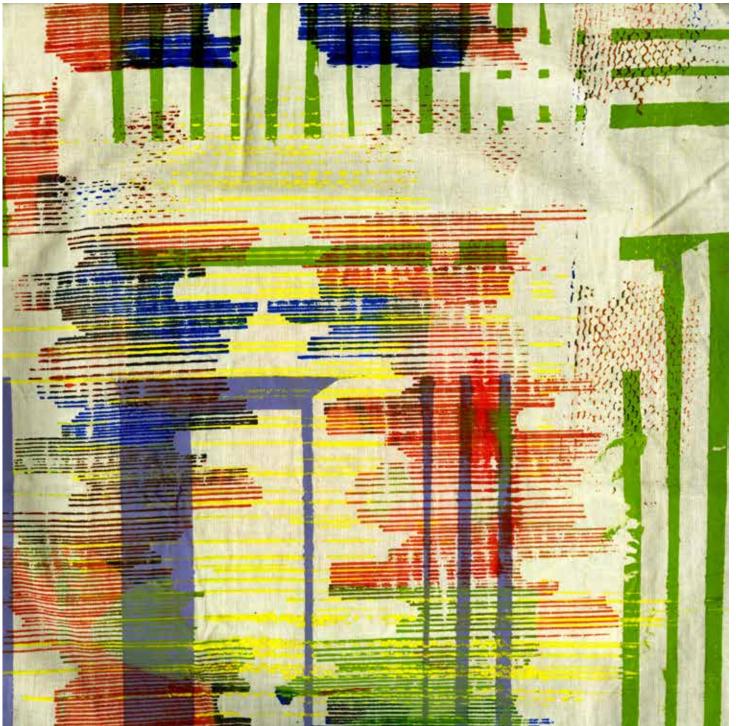
#### SOLUTION:

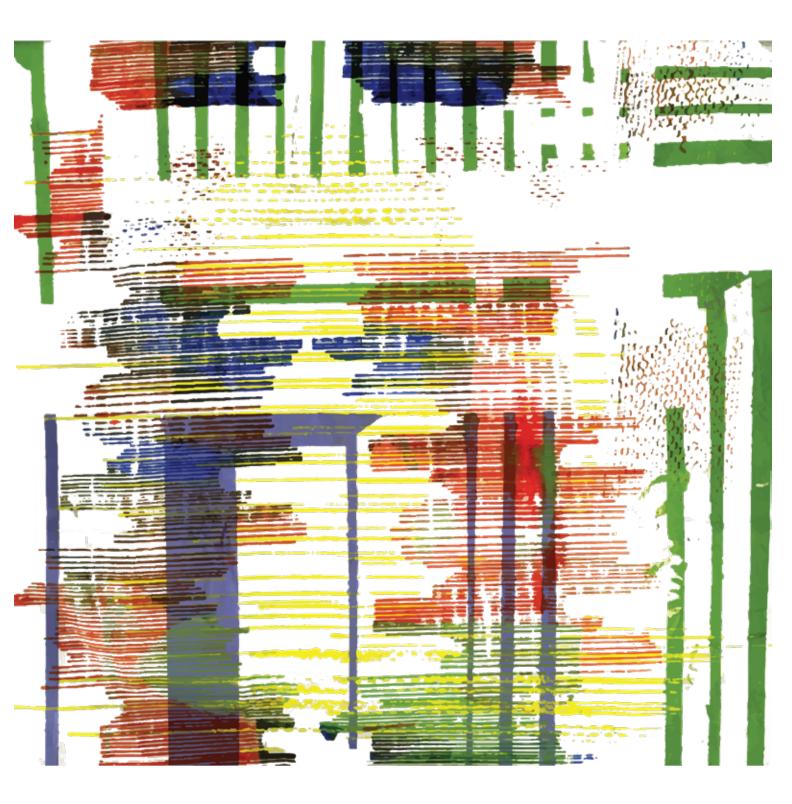
A movement inspired from glitches, and how beautifully imperfect they can be is shown through various applications such as posters / social media / postcard etc. Hashtag will be used called "#glitched404", the inspiration behind it is the "error 404" often displayed by a glitch in the system. The final solution is inspired from the chicness of Swiss design and the unpredicatble pattern.

STUDIO ANSHUL





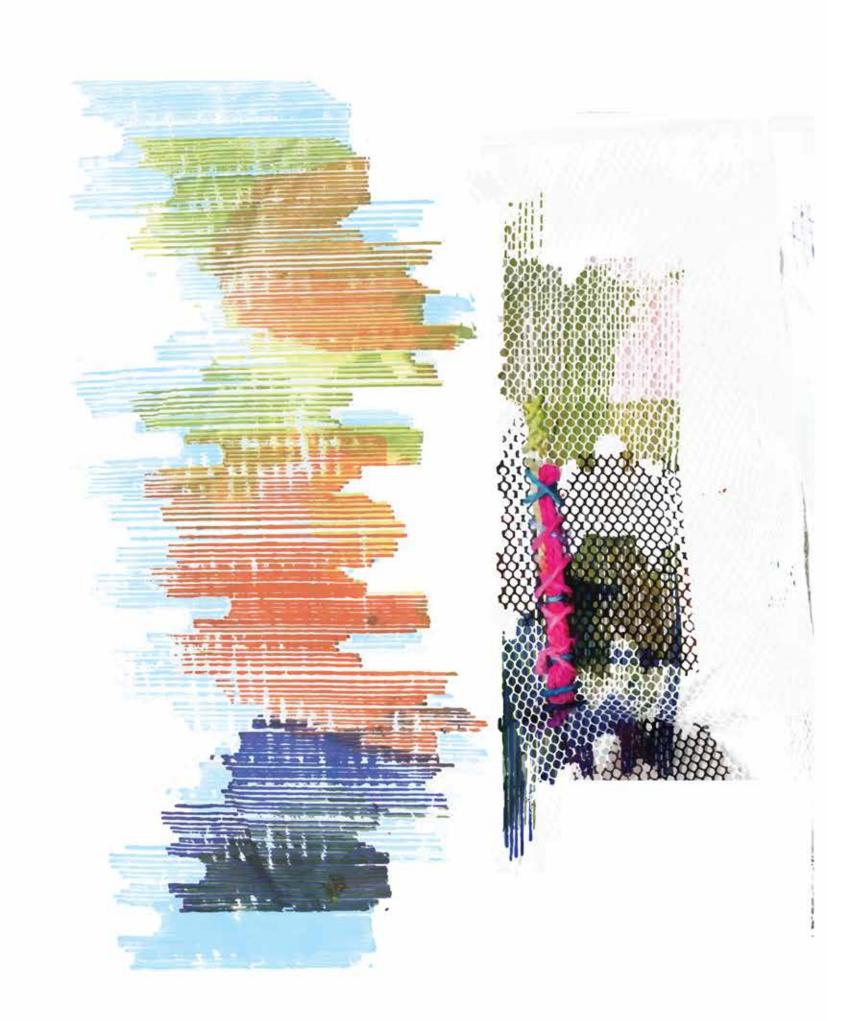


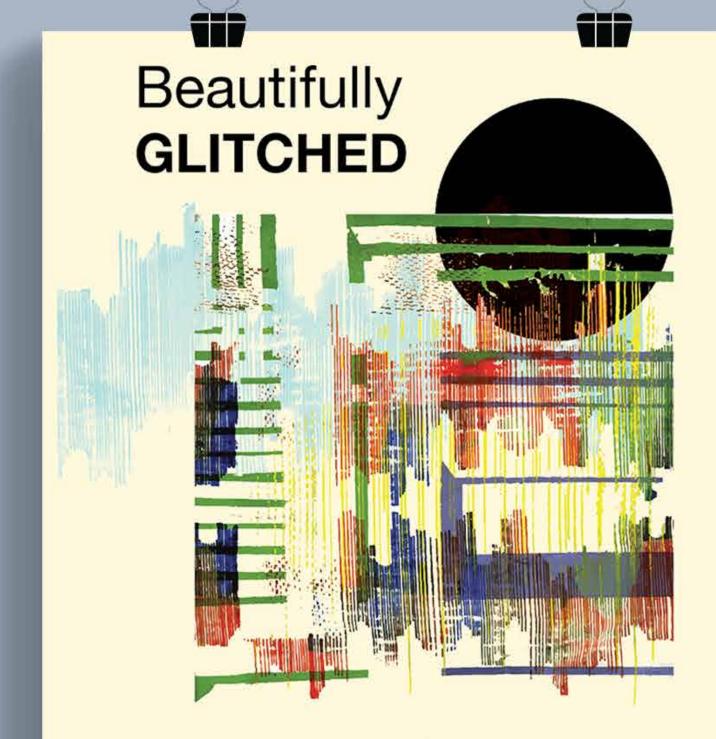


#### Pattern



The pattern was screen printed and then scanned. It was then taken into Photoshop and refined as per requirement.





#### #GLITCHED404

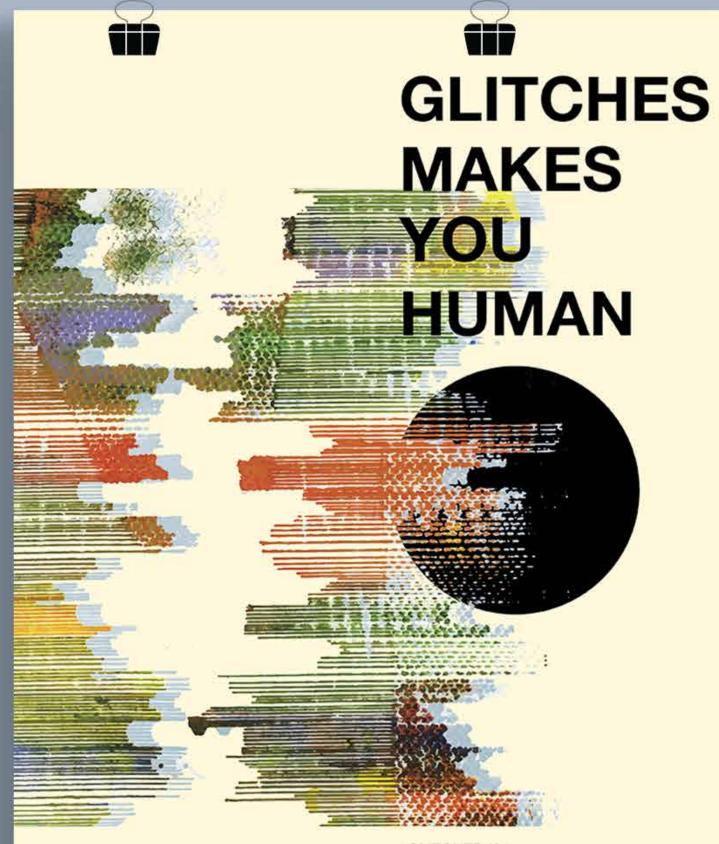
 A movement for those who feel imperfect/ flawed/ glitched/ error-ed, which means that they are human.

This poster series is a celebration of being different. If you think you are glitched as well, then follow this hashtag on Instagram. Let's all be in this together and embrace each other. Follow - #GLITCHED404

# #GLITCHED 404 #GLITCHED404

-Amovement for those who feel imperfect/ flawed/ glitched/ error-ed, which means that they are human.

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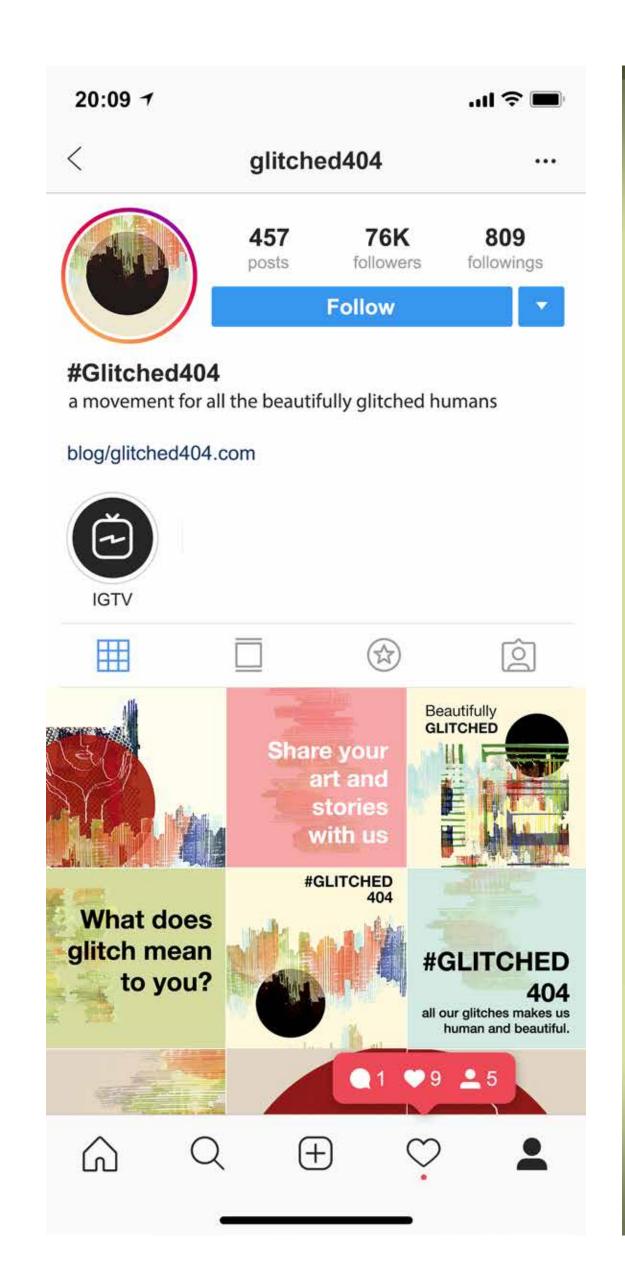


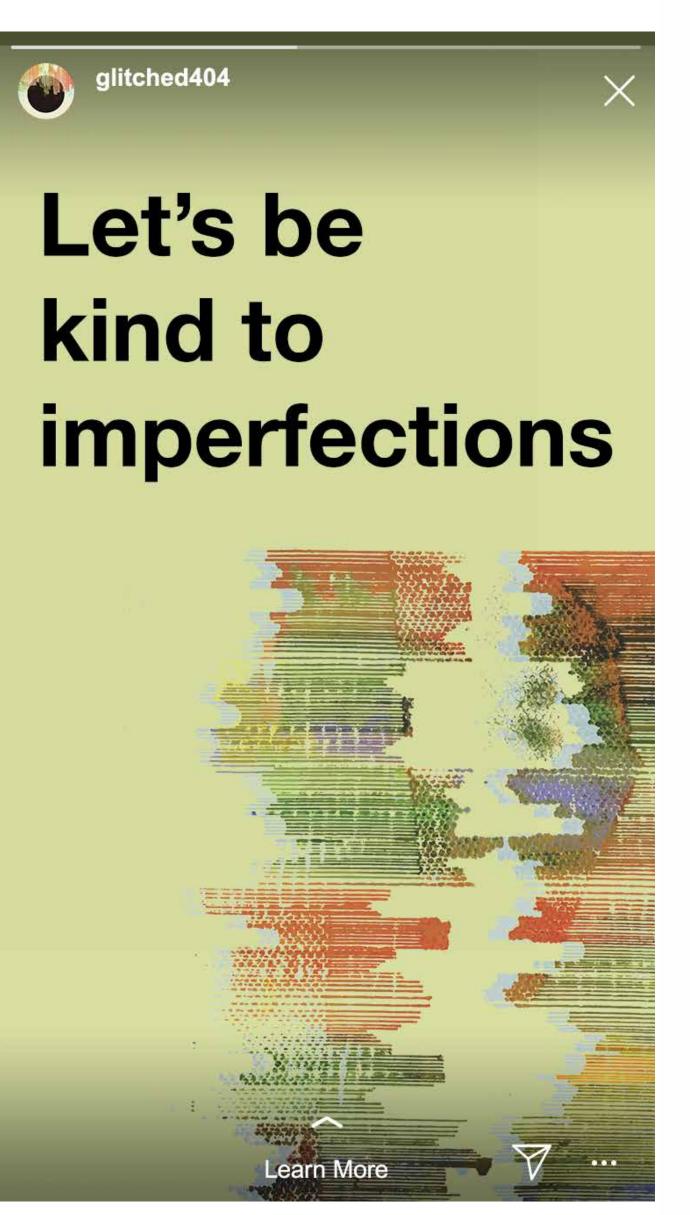
#### #GLITCHED404

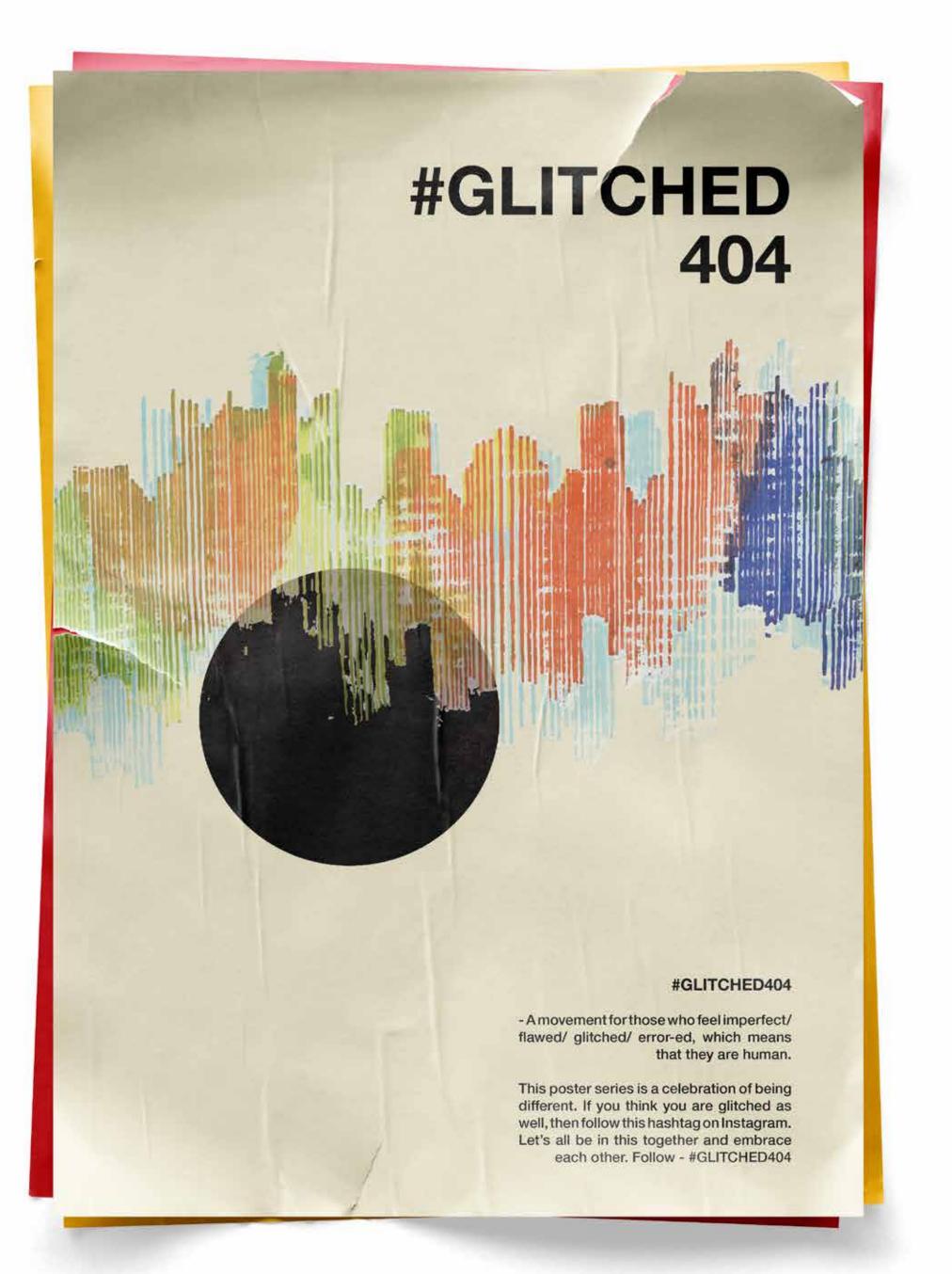
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### 5. Loafee

#### DESIGN CHALLENGE

Designing branding for a bakery owned by Mrs. Smith who believes in buying locally, supporting small businesses and wants the bakery to be completely different than others. The bakery is an extension of Mrs. Smith. Main characteristics of Mrs. Smith: thoughtful, caring, is very inclusive.

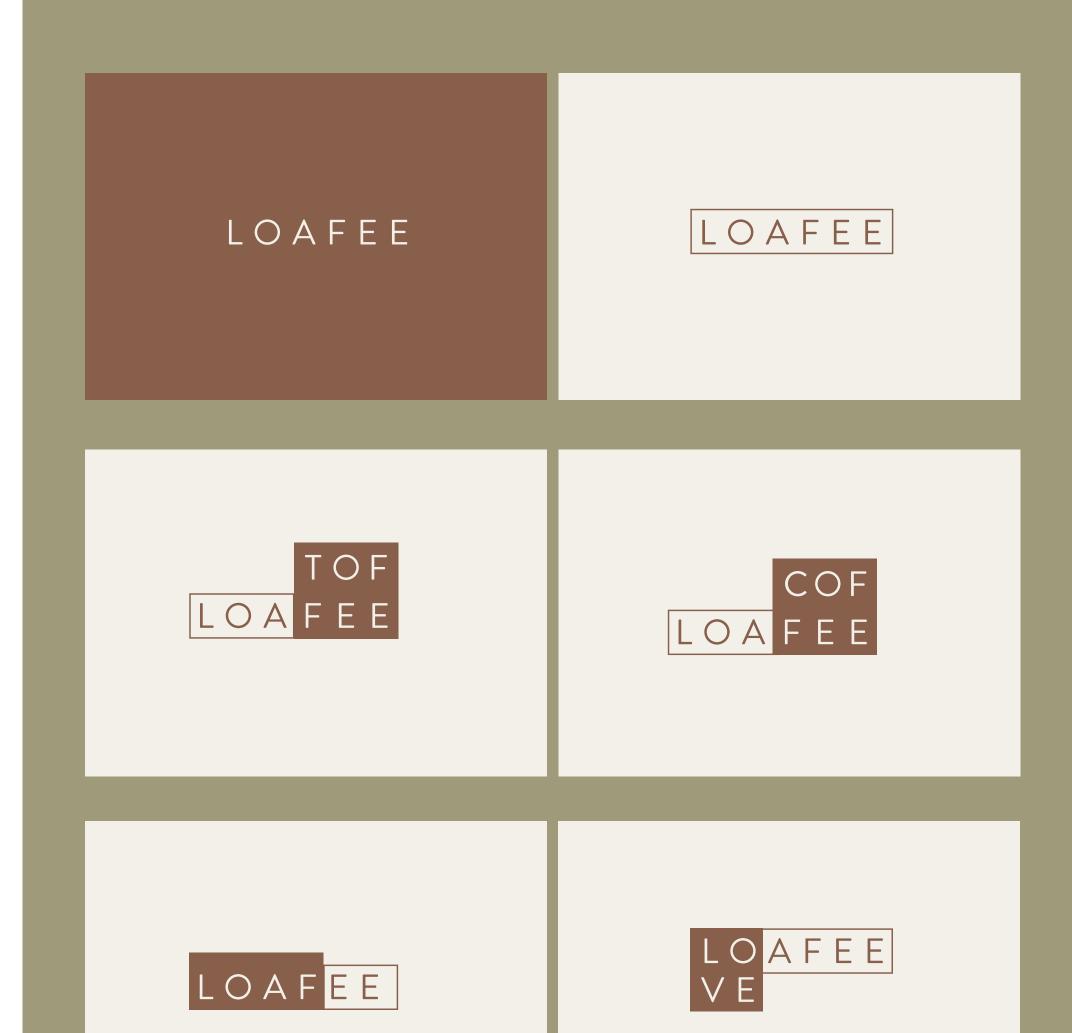
#### CONCEPT

Loafee is inspired from love, loaf, coffee and toffee. The design of the bakery reflects the inclusiveness and warmth. Since, Mrs. Smith is a great supporter of other local businesses such as growers and also uses organically grown ingredients, it shows how thoughtful she is, that is why the color scheme of the Bakery includes neutrals. White is a colour of peace and calm, and shows inclusiveness, therefore a subtle shade of ivory has been chosen as the primary color for the bakery, whereas the other shades such as cinnamon and dark brown are inspired from the cakes, loafs and coffee. The green came from the plants, as plants make the place feel like home. Since the other bakeries in town are mostly traditional, Mrs. Smith's bakery has been designed with a modern aesthetic but also warm, inviting and minimalistic. The previous design of the logo is a combination of the cut loaf of bread and a cup of coffee, hence the lined rectangle and the circular backdrop.

#### SOLUTION

Chocolate brown color is the color for toffee, coffee and chocolates. Whereas the wheatish color is the color for loaf of bread and flour. Two logos were made for different applications. Since the name of the brand is derived from the products, a different logo for different product is designed, which ties the whole concept together. A handwritten font was not chosen to maintain the balance that the brand overall projects.

## LOVE + LOAF + TOFFEE + COFFEE = LOAFEE













## Say Hello,

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## Thank You